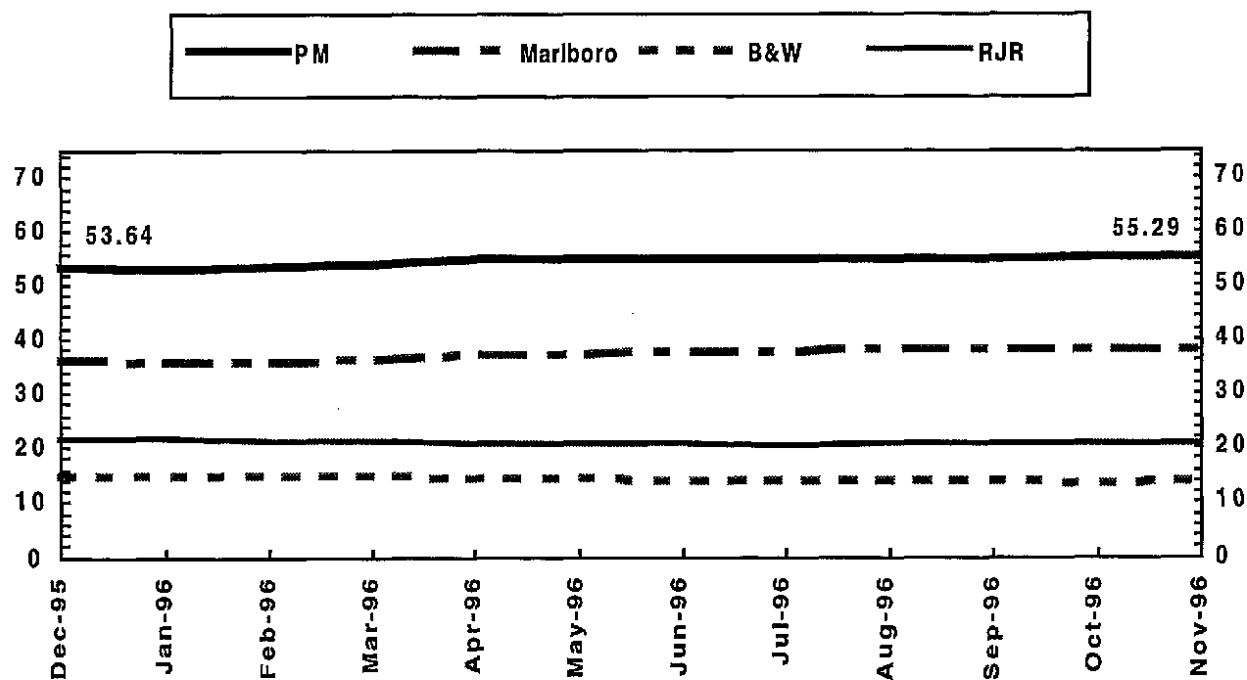


SAMS

13 Weeks Moving by Month
Stars Store Level Database



SAM'S SHARE STARS STORE LEVEL DATABASE			
	THROUGH NOV 1996		
	12MM	6MM	3MM
Philip Morris	54.72	55.14	55.29
Marlboro	37.06	37.82	37.93
Basic	7.27	7.27	7.47
RJ Reynolds	20.69	20.52	20.43
B & W	14.30	14.01	13.97
Liggett	0.44	0.36	0.33
Lorillard	9.80	9.90	9.89
Premium	80.13	80.21	80.44
Discount	19.87	19.79	19.56
Private Label	0.61	0.47	0.32
Avg Ind CPW	3998.97	4404.76	4309.26
Avg PM CPW	2091.13	2325.99	2268.01
Avg Marlboro CPW	1343.04	1483.57	1445.32
# Of Stores	64	64	64

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Week 141 ending December 28, 1996